

Alcohol Policy and Cancer

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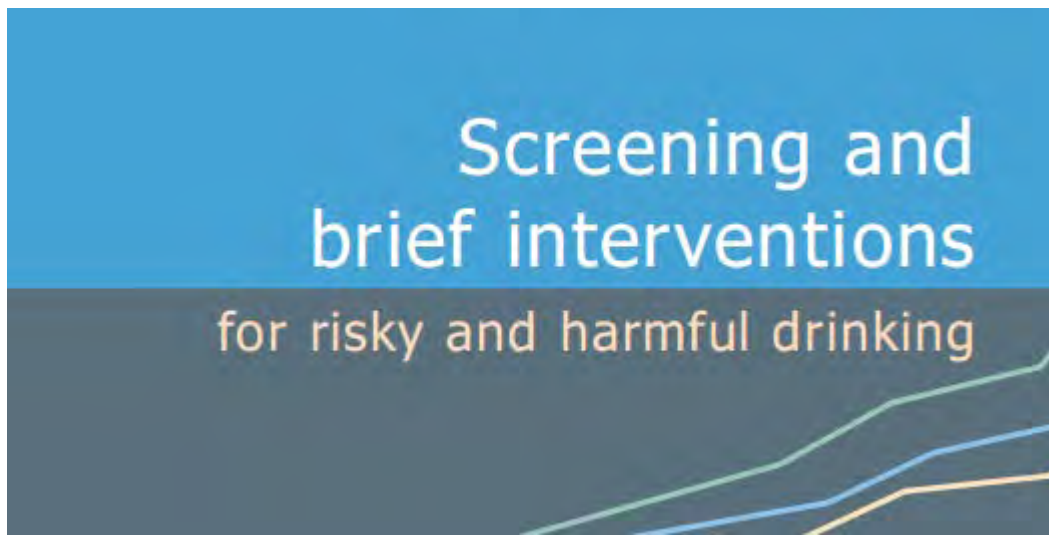
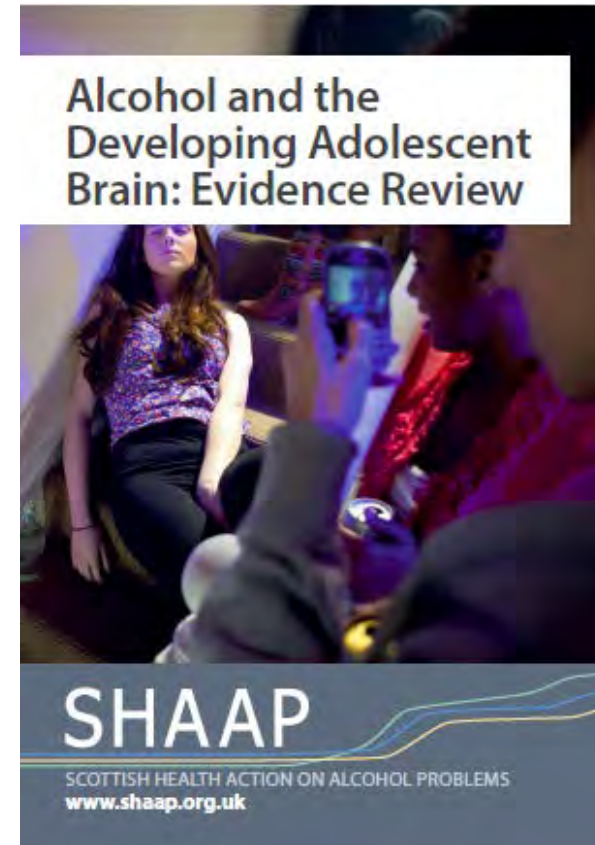


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Alcohol Gets Onto the Cancer Agenda

World Cancer Research Fund 2007

Carcinogenicity of alcoholic beverages

Robert Baan, Kurt Straif, Yann Grosse, Béatrice Secretan, Fatima El Ghissassi, Véronique Bouvard, Andrea Altieri, Vincent Coglianò, on behalf of the WHO International Agency for Research on Cancer Monograph Working Group

The addition of breast cancer and colorectal cancer, two of the most common cancers worldwide, to the list of cancers causally related to alcohol consumption suggests that the proportion of cancers attributable to alcohol consumption is higher than previously estimated. Because these associations were generally noted with different types of alcoholic beverage, and in view of the carcinogenicity of ethanol in animals, the Working Group also classified ethanol in alcoholic beverages as "carcinogenic to humans" (Group 1).²⁰

Why did the recognition of breast and colorectal cancer associations make such a difference ?

The strength and pattern of the relationship between alcohol and cancers vary.

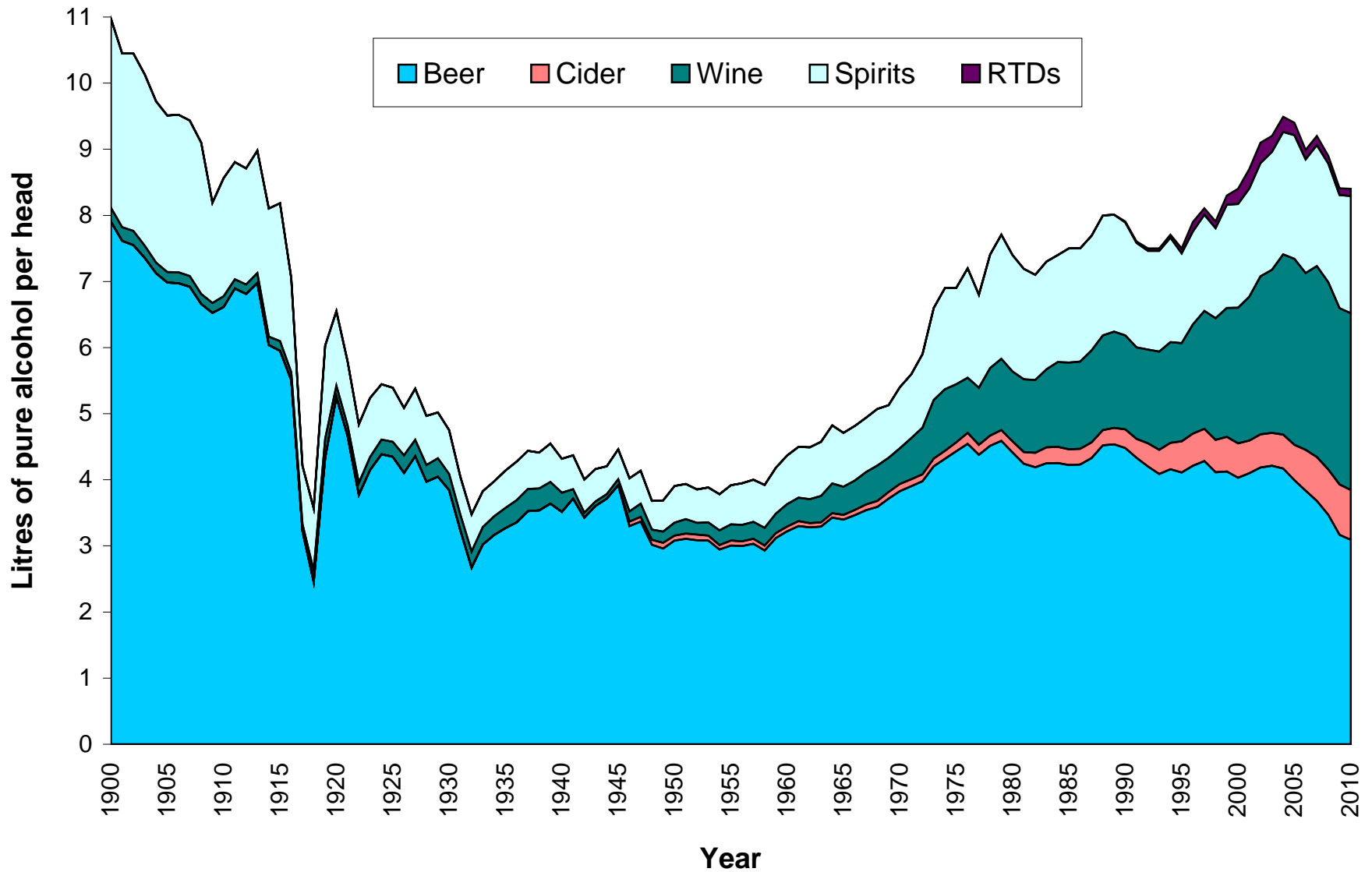
The mechanisms are likely to include

- The carcinogenic role of acetaldehyde, a breakdown product of alcohol
- Alcohol's impact on oestrogen

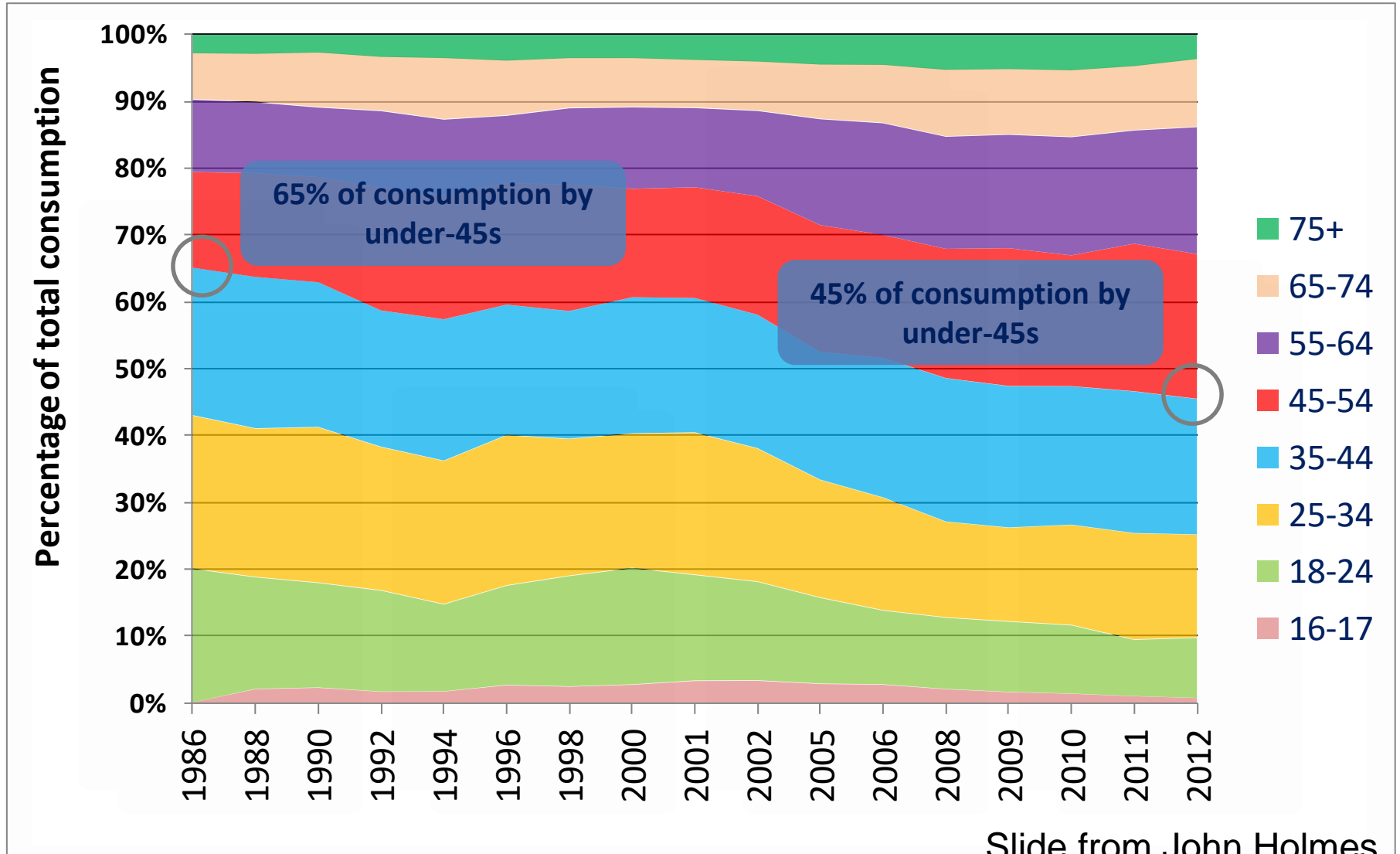
Alcohol's impact on cancer and other long term health impacts, are related to the alcohol molecule, not to other constituents of the drink or the delivery system.

Overall alcohol consumption trends are centrally important to cancer incidence.

Per capita (litres per head per year) consumption of pure alcohol in the UK population, 1900–2010



Share of total UK consumption by age group: 1986-2012

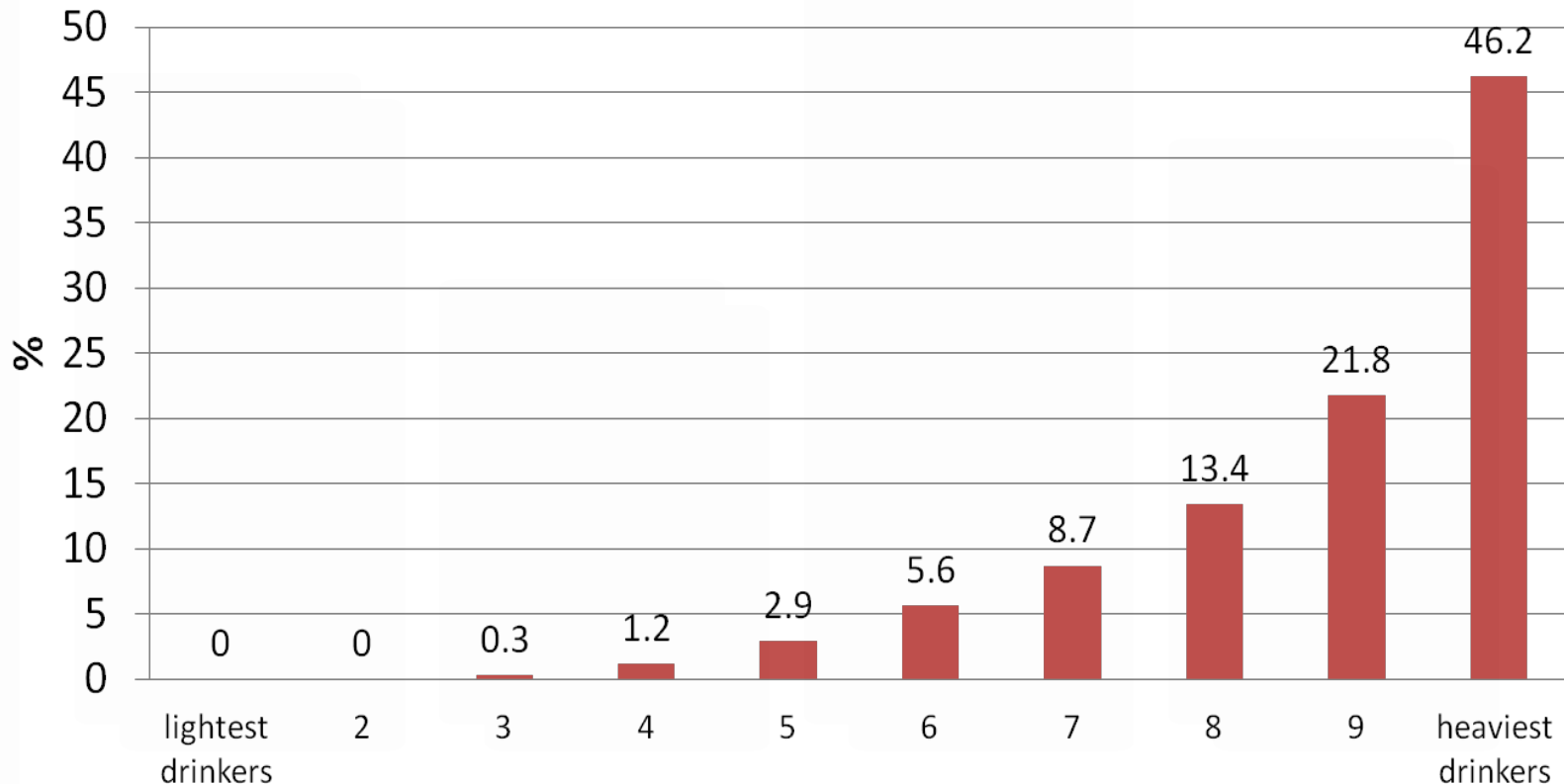


Slide from John Holmes,
Univ Sheffield

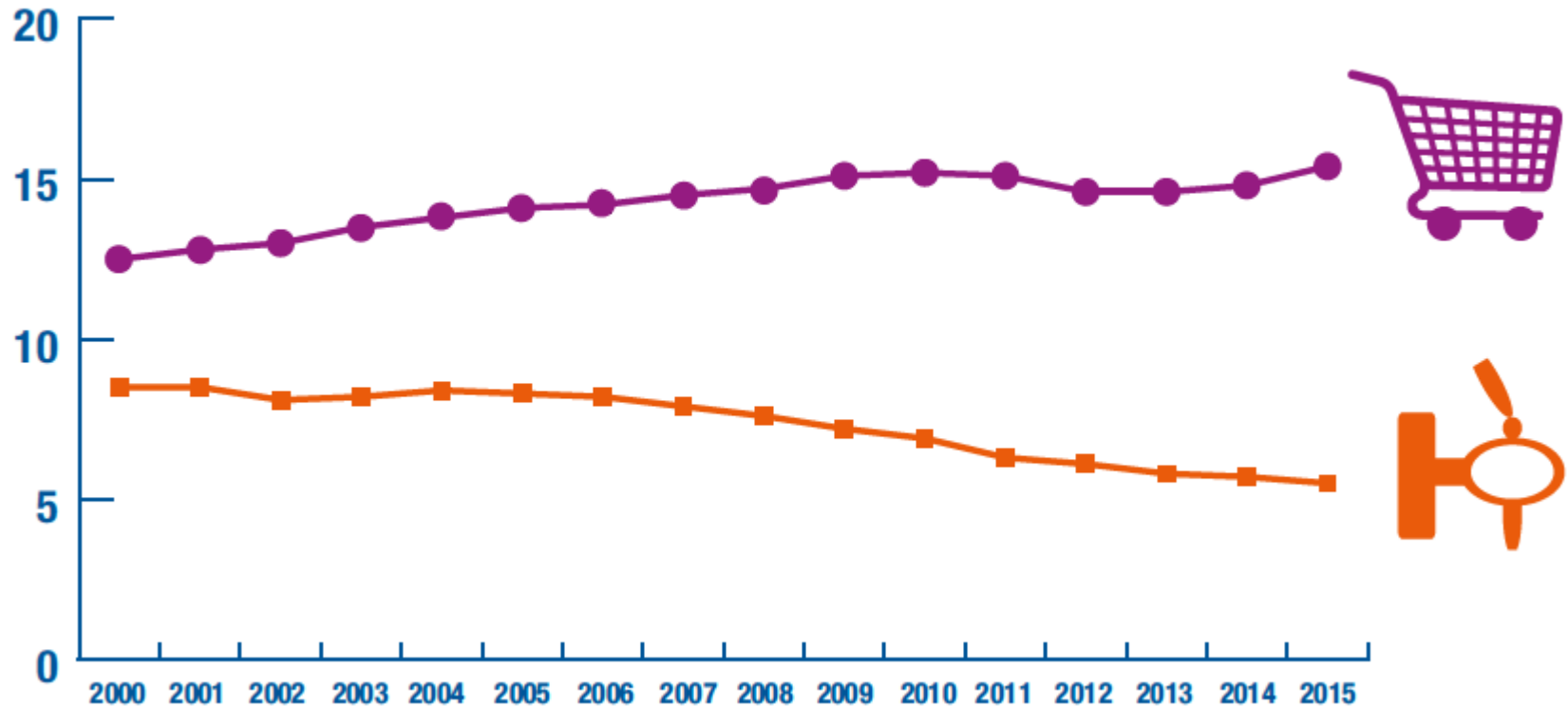
Who Drinks What? – The Pareto Principle

68% of all alcohol is consumed by 20% of population

percentage of total alcohol consumption by drinking decile (Scotland 2011)



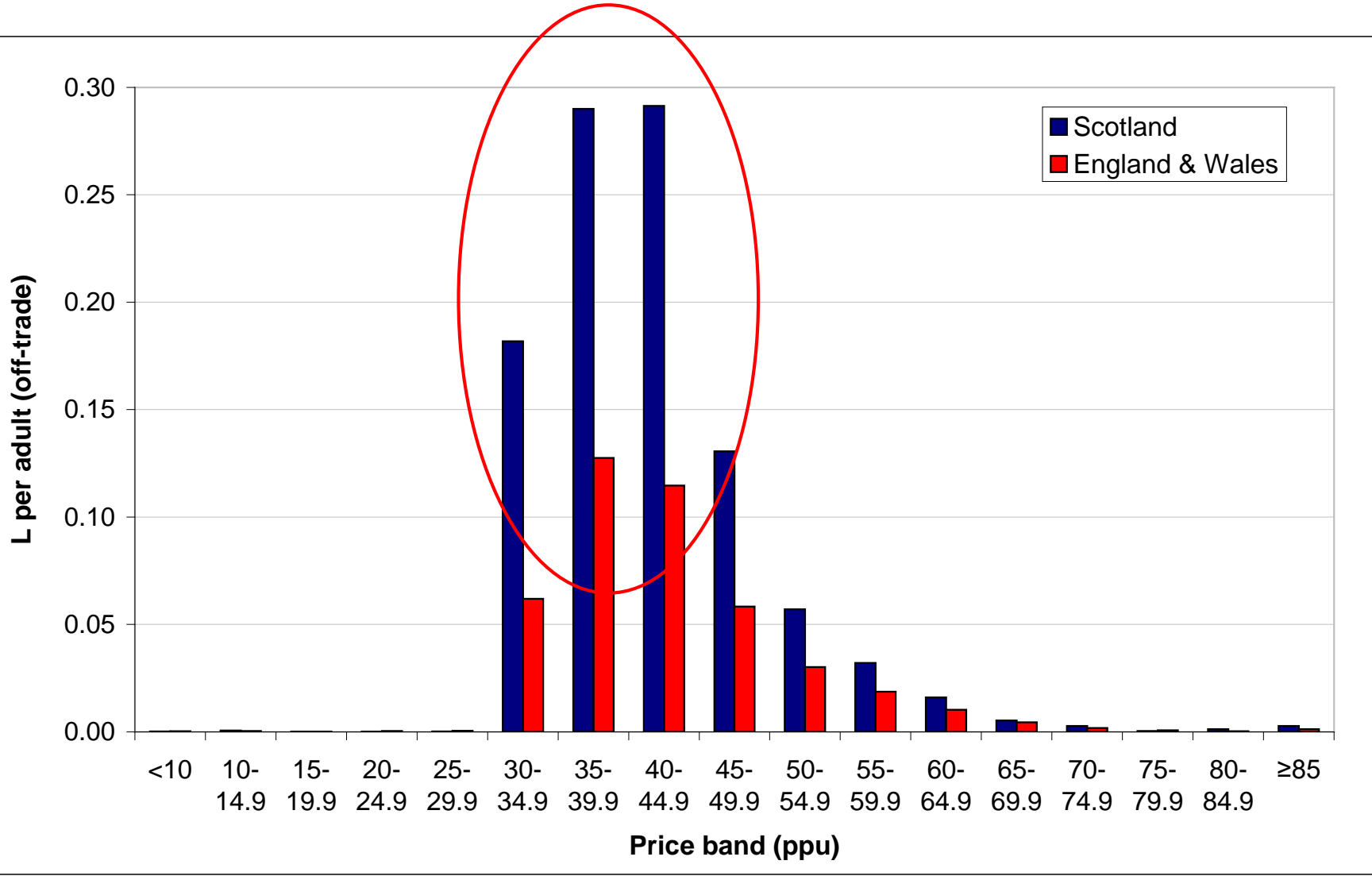
Units of alcohol sold per adult per week, Scotland, 2000-2015



In 2015, almost three-quarters of alcohol sold in Scotland was sold in supermarkets and off-licences



Price distribution (L per adult) of alcohol sold as vodka off-trade in Scotland and England & Wales, 2011



Source: Nielsen

Drinking Trends in Scotland

Consumption declined in recent years, mainly among young people.

Pub drinking has fallen.

Home drinking now predominates, esp among heavier drinkers

More young people abstaining.

High levels of spirit sales, predominately vodka, in off trade is a notable feature of Scottish drinking .

Consumption among over 45s and women is not falling significantly.

Number of drunken children in A&E rises sharply

Hospital figures show 32% increase in four years with 8,799 under-18s given specialist help last year



youngsters needing hospital treatment.

The levels have risen by a third in just five years, said the charity Alcohol Concern.

...port said nearly a third more girls than boys have been admitted to hospital ... even young females drinking at higher levels like 'ladettes'.



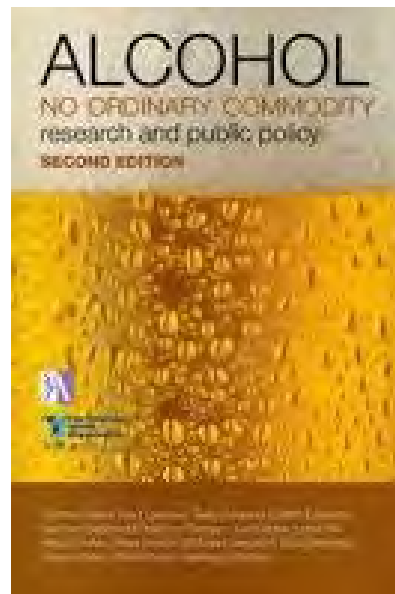
© Getty Images

Down and out: A woman lies on a bench after leaving a bar in Bristol City Centre. Females now make up the majority of soaring numbers of drunken youngsters needing hospital treatment

Every day, around 36 children are seen in casualty departments with alcohol-related illnesses, some as young as ten.



In the last five years it's gone up by more than 50% across Britain.



WHO GLOBAL ALCOHOL STRATEGY 2010

ACTIONS IN SCOTLAND

Leadership and Monitoring	National Action Plan with political commitment
Early Identification and brief advice	National programme established in 2009
Effective specialist treatment	Additional investment and national guidance
Community action with media advocacy	Range of local “Focus on Alcohol” projects
Drink driving action	Limit lowered to 50mg % in Dec 2014.
Availability	Age checks with test purchasing. Public Health Principle in licensing.
Regulation of marketing	Ban on multi-buy discounts and regulation of shop displays.
Price controls (cheapest alcohol)	Minimum unit price law passed. Under legal challenge from industry.
Server training and monitoring	Now compulsory.

The 2009 Strategy



Changing Scotland's Relationship with Alcohol: A Framework for Action

The paper generated a great deal of discussion - as we hoped it would. The responses it received were broadly supportive of our overall approach, although not surprisingly there was a range of views on the specific measures proposed. The alcohol industry recognise there is a problem, although they consider it to be one requiring responses only targeted at specific groups in society. We remain firmly of the view that a broader and bolder approach is required and that the people of Scotland agree and rightly expect us to show leadership.

MINISTERIAL FOREWORD



6 February 2014 Last updated at 18:21



Minimum alcohol price law challenged by Scotch Whisky Association



Shift+R improves the quality of this image. All images on this page.

Whisky producers have now appealed to the Court of Session to have the minimum alcohol legislation stopped

The Scottish government's plan for a minimum price on alcohol has faced a renewed legal challenge.

Related Stories

May 2012

MUP law passed

May 2013

1st Court of Session ruling.

Appealed by SWA

April 2014

Referral to European Court

Justice for advice

Dec 2015

ECJ Ruling. Back to Scottish Court

Oct 2016

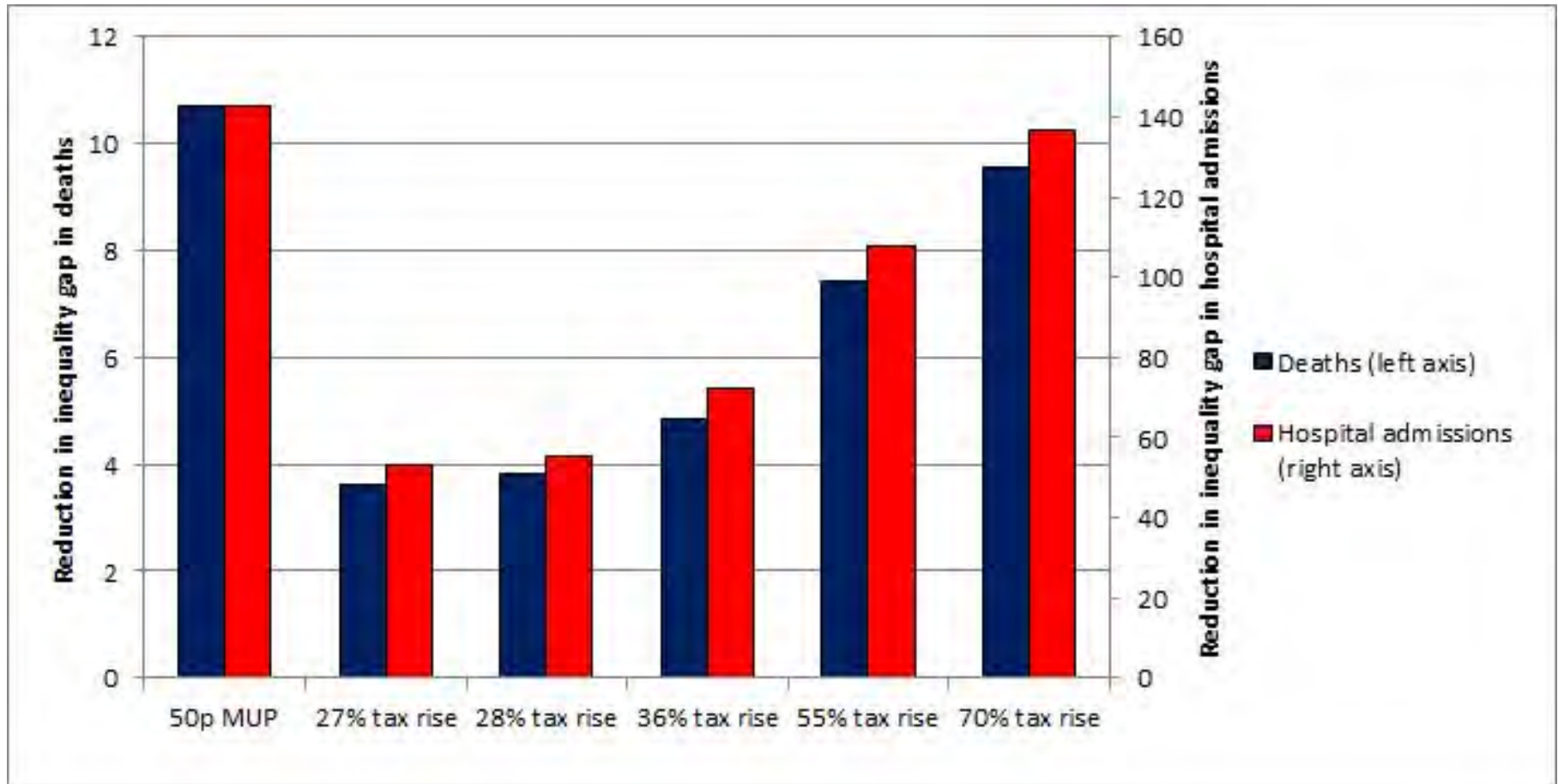
Court of Session ruling.

SWA appeal to UK Sup Ct

21st Dec 2016

SWA granted appeal

MODELLING THE IMPACT OF Min Unit Price and TAX INCREASES



Minimum Unit Price's impact is because of a selective effect on the heaviest drinkers who experience the highest levels of harm.

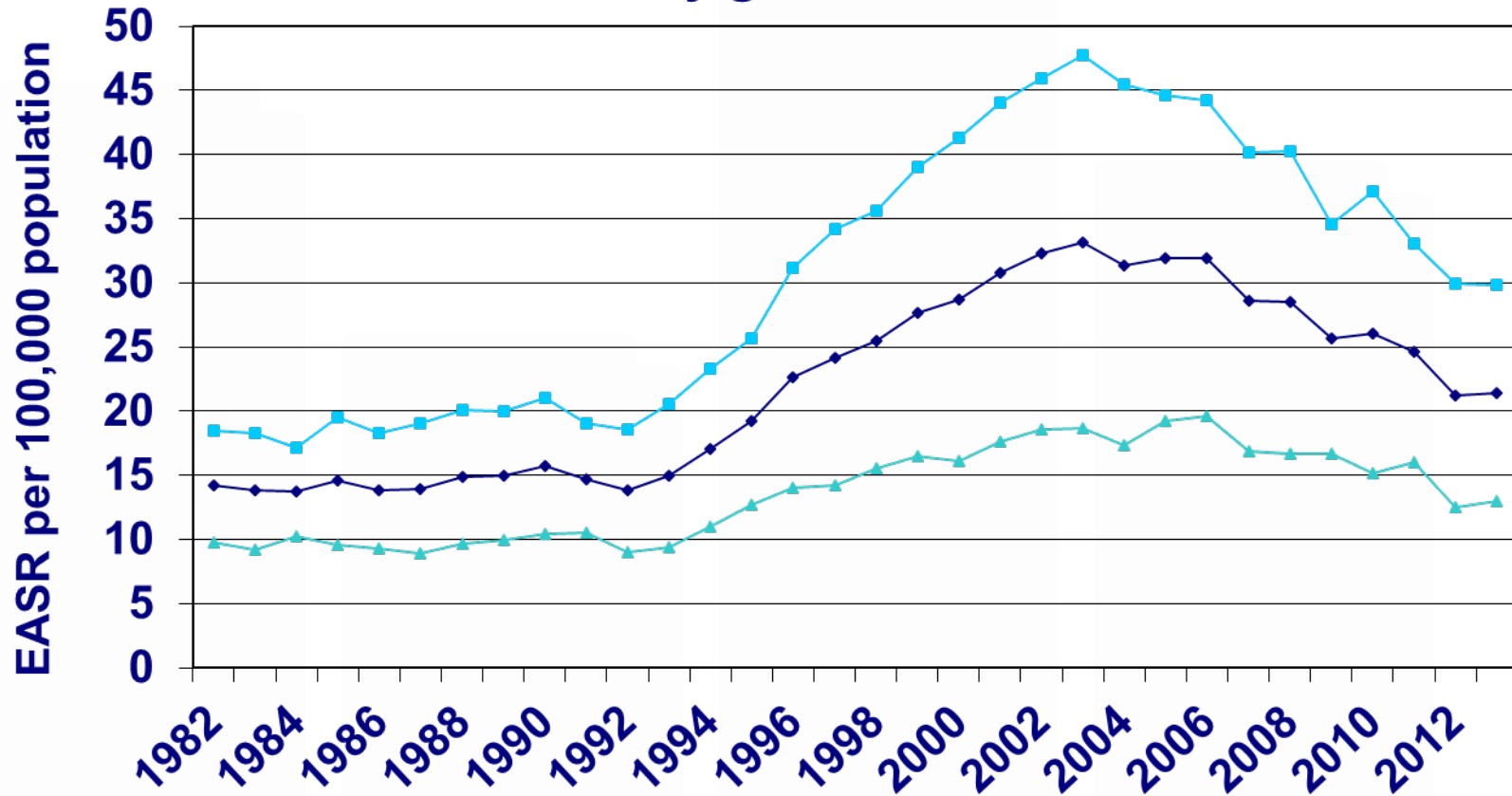
MUP influences those in the heaviest drinking group, who drink the cheapest alcohol, and those on the way to joining them.

The higher the MUP, the greater effect on “mid range drinkers.”

How Do Things Look in 2015?

Scotland

Alcohol related deaths (underlying cause) EASR overall and by gender 1982 -2013



Source: ISD Scotland SMR 99
MESAS Report 2014.

—●— Scotland —■— Male —▲— Female

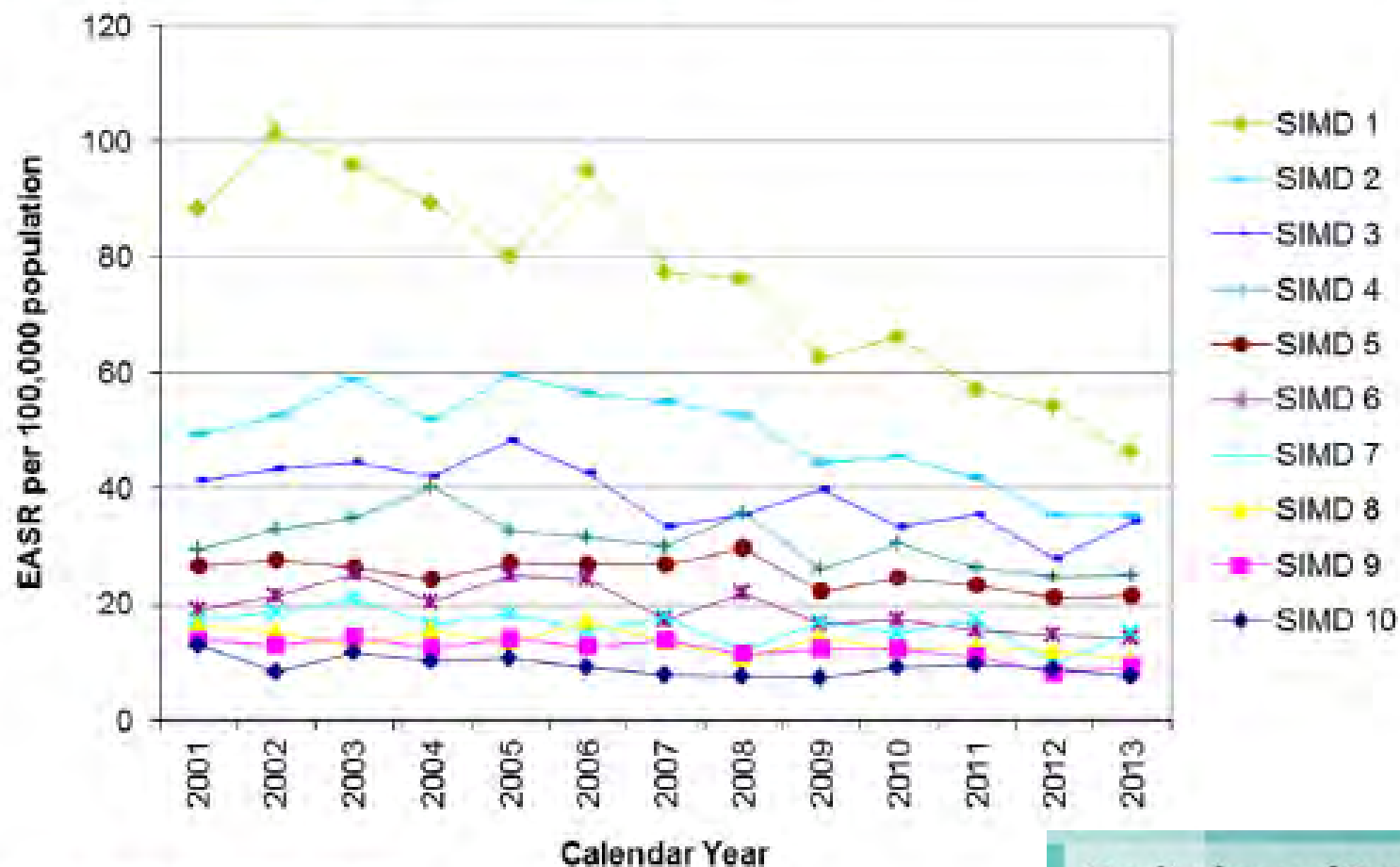
PRICE CHANGES IN THE CHEAPEST PRODUCTS

	Mar 09	Aug 14		Oct 16
Asda Vodka	£6.41	£11.50	+79%	£10.25
Tesco Value Gin	£7.39	£11.50	+55%	£11.00
Tesco Value Vodka	£7.78	£10.00	+28%	£10.50

(MUP of 50p = £13.00)

Who been benefiting from fall in mortality ?

Figure 15: Alcohol-related mortality in Scotland by deprivation group, 2001-2013 (1=most deprived; 10=least deprived)



Source: ISD Scotland (NRS).

**Monitoring and Evaluating
Scotland's Alcohol Strategy**

Fourth Annual Report

December 2014





Pinkwashed Drinks: Problems & Dangers



RECIPES & PAIRINGS
SHERYL'S SELECTIONS

CHATEAU ST JEAN

ENTER FOR A CHANCE TO
WIN A GIBSON GUITAR

NOTES OF HOPE
WITH
SHERYL CROW
&
CHATEAU ST JEAN

SHARE YOUR NOTES OF HOPE AND YOU COULD WIN
AN AUTOGRAPHED Gibson GUITAR

ENTER NOW

FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU
BUY THIS OCTOBER, \$1 WILL BE DONATED
TO HELP FIND A CURE FOR BREAST CANCER

A Perfect Pairing
OF RELAXED ELEGANCE

Chardonnay
Pinot Noir

Two bottles of Chateau St. Jean wine are shown, one Chardonnay and one Pinot Noir, both with pink ribbons tied around their necks.



happy
Bitch™

Special October Promotion

For every bottle of our
Pink Chardonnay you purchase
in October, we will donate \$1.00
to breast cancer research.

Thank you for your support.

happybitchvodka.com

Three silhouettes of women in elegant attire are shown, one holding a glass of wine. A small bottle of Happy Bitch vodka is visible in the bottom right corner.



Materials researched by
AlcoholJustice.org

68,092
SOBERHEROES

£3,457,030
RAISED SO FAR

GET INVOLVED

WHAT IS GO SOBER FOR OCTOBER?

Go Sober for October encourages people to go booze-free for the 31 days of October and raise funds for Macmillan Cancer Support.



MAKE A DIFFERENCE

Donate to a Soberhero and make a real difference for Macmillan Cancer Support. Right from the moment of diagnosis, through treatment and beyond, Macmillan are a constant source of support, giving people facing cancer the energy and inspiration to help take back control of their life. [Read more...](#)

WHAT IS A GOLDEN TICKET?

We know that a month is a long time – and we know that sometimes life means you might have to have the odd beer or wine.

For a minimum £15 donation the Golden Ticket is your chance to have a night off and still make a difference to the lives of people affected by cancer.

HOW TO DONATE A GOLDEN TICKET?

STEP 1

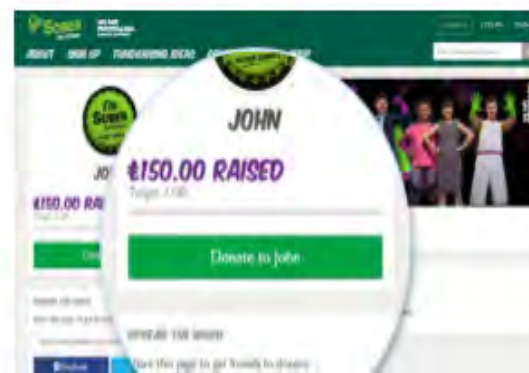
Search for your friend or colleague to view their profile

Find a fundraiser or team



STEP 2

Click the Donate button



STEP 3

Click on the Golden Ticket tab and select a date





News, Local News, Buckfast

Buckfast donate £20,000 to Lanarkshire Macmillan Community Nurse Team

Bumper donation will provide much-needed financial support for Lanarkshire cancer patients.



BY ROBERT MITCHELL
10:00, 21 OCT 2016

NEWS



£20,000 donation from Buckfast to the Lanarkshire Macmillan Community Nurse Team.



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SHARE

The Lanarkshire Macmillan Community Nurse Team are receiving a bumper £20,000 donation from Buckfast.

They were delighted to accept the donation from the firm's sales manager Stewart Wilson.

It now means that J Chandler & Co (Buckfast) Ltd have handed £95,000 to Macmillan's Lanarkshire branch over the last four years, to help people affected by cancer.

RECOMMENDED



Manchester United use Paul Pogba in bid to lure Antoine Griezmann to Old Trafford



Watch maniac Scottish driver overtake at red light ... only to get stuck at roadworks



Police defend ignoring rubbish dump in search for missing RAF man Corrie McKeague



Has Outlander found its Mr Willoughby?